



IGNITED MINDS
Journals

*International Journal of
Information Technology
and Management*

*Vol. V, Issue No. 1, August-
2013, ISSN 2249-4510*

**ANALYSIS ON CORPORATE RESPONSIBILITY,
ETHICS AND ACCOUNTABILITY**

AN
INTERNATIONALLY
INDEXED PEER
REVIEWED &
REFEREED JOURNAL

Analysis on Corporate Responsibility, Ethics and Accountability

Jayanthi V

Research Scholar, Sai Nath University, Ranchi, Jharkhand

Abstract – Corporate Social Responsibility (CSR) is seen as a far reaching set of policies, practices and programs that are reconciled into business operations, supply chains, and choice making methods all around the organization - wherever the organization works together - and incorporates responsibility for current and past activities and additionally future impacts.

Keywords: Corporate Social Responsibility, Organization, Business

INTRODUCTION

Corporate Social Responsibility (CSR) includes tending to the legitimate, moral, business and different desires social order has for business, and settling on choices that honestly adjust the cases of all key stakeholders. Adequate CSR points at "realizing business triumph in ways that honor moral qualities and regard individuals, groups, and the regular environment." Simply put it implies "your main thing, how you do it, and when and what you say."

A few terms have been utilized reciprocally with CSR. They incorporate - business morals, corporate citizenship, corporate responsibility, maintainability and corporate responsibility. The issues that speak to an organization's CSR center differ by size and even by geographic locale. In its broadest classes, CSR ordinarily incorporates issues identified with business morals, community investment, environment, governance, human rights, the commercial center and the work environment.

While the investment of shareholders and the activities of administrators of any business venture must be administered by the laws of economics, obliging a sufficient financial profit for investments made, in actuality the operations of an endeavor need to be determined by a much bigger set of goals that are today being characterized under the term CSR. The expansive basis for another set of morals for corporate choice making, which unmistakably builds and maintains an organization's social responsibility, emerges from the way that a business endeavor infers numerous profits from social order, which should, consequently, oblige the endeavor to give comes back to social order also. A business can't succeed in a social order which fizzles. This, in this manner, obviously builds the stake of a business organization

in the great health furthermore well-being of a social order of which it is a part. All the more significantly, in this time of far flung correspondence and developing attention on transparency, clients of any product or administration are unrealistic to feel fulfilled in purchasing from an organization that is seen to maltreat the desires of what is regarded to be morally and socially mindful conduct. It is coming to be progressively obvious that organizations that give careful consideration to the standards of socially mindful conduct are likewise finding favour with the general population and are the favored decision for their products and administrations.

REVIEW OF LITERATURE:

Bebbington et al. (2008) utilize the term CSR reporting, which highlights the connection between the reporting capacity and the organizational capacities and operations that are concerned with, and affected by, exercises connected with CSR. CSR and CSR (or manageability) reporting are inseparably entwined over an organization, and at different levels, effect on vital arranging, governance, stakeholder engagement, hazard administration, choice making, information accumulation and administration frameworks, execution estimation, execution administration, advertising and interchanges. The CSR development was an early reaction to an article distributed in 1970 by Friedman expressing that 'social responsibility of business is to build its benefits'. CSR has developed as the business issue of the 21st century and has been examined for over 50 years. Right up 'til the present time scholastics don't have an accord on its definition (Wood, 1991; Carroll, 1991). Bowen's meaning of social responsibility of businessmen was 'it alludes to the commitments of businessmen to seek after those policies to settle on those choices, or to take after

those lines of relations which are attractive as far as the goals and values of our social order (Carroll, 1999). Because of Bowen's concern with social responsibility and his administration part in the point, Bowen ought to be seen as father of CSR.

CORPORATE RESPONSIBILITY & THE COMPETITIVE ADVANTAGE:

The European Commission's recent communication concerning 'corporate social responsibility' (CSR) look for to set up how CSR can add to this strategic goal [1]. The Commission rightly frames CSR in the broader context of globalization and the rising debate about the role of business in society. The Commission's communication largely focuses on how best to encourage voluntary business activities and linked outcomes within an institutional framework of stakeholder dialogue. It therefore highlights the need to develop micro-level management abilities, tools and standards. The potential of a important macro-level shift in the role of business in society remains to be sufficiently explored, as do its policy implications. In particular, there has been practically no consideration to date of whether CSR could shift the basis of a nation's economic competitive advantage [2]. CSR practitioners and analysts have been largely unconnected from, and uninformed about, the implementation of the broader competitive environment. The 'business case' for CSR has remained a fundamentally micro-affair [3]. Similarly, mainstream analyst and architects of the foundations for international competition have in the main ignored the option of a nation's economic competitive.

ETHICS:

Ethics is at the core of corporate governance, and management must reflect accountability for their actions on a global community scale [7].

- Business itself cannot be ethical: only the managers and corporate strategists can implement ethics within the framework of the business strategy [7].
- Corporate ethics and shareholder desires for profitability are not always aligned, and it is the responsibility of executive management to ensure ethics supersede profitability [7].

CONCLUSION:

CSR is known from old time as social obligation or philanthropy, which through diverse ages is transforming its temperament in broader viewpoint, now for the most part regarded as CSR. In this paper we analyzed that business, which heads towards abundance fortune, social and environmental issues have profound establishes taking into account business. India has had a long custom of corporate magnanimity and modern welfare has been put to practice

REFERENCES:

1. European Commission (2002) Communication from the Commission Concerning Corporate Social Responsibility: A Business Contribution to Sustainable Development, Com (2002) 347 Final, European Commission, Brussels
2. 'Nations' will in this document be taken to cover communities and regions.
3. J. Weiser and S. Zadek (2001) On-Going Conversations with Disbelievers, Accountability, London (www.accountability.org.uk).
4. Carroll, Archie B., The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders, Business Horizons, Vol. 34, Issue 4, pg. 39 – 48, Elsevier Science Inc., USA, 1991
5. CSR in India: Some Theory and Practice in Wall Street Journal dated Thursday, April 23, 2009.
6. Tracey Swift & Simon Zadek, Corporate Responsibility and the Competitive Advantage of Nations, July 2002 <http://www.accountability.org/images/content/0/9/095/Competitive%20Advantage%20-%20Full%20Report.pdf>
7. <https://www.boundless.com/management/textbooks/boundless-management-textbook/introduction-to-management-1/current-challenges-in-management-21/the-challenge-of-ethics-and-governance-134-10569/>